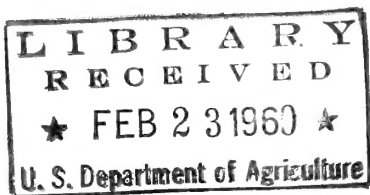


62

[1960]

Ev

Get Acquainted With The New Mordigan Juniper



Specify it . . .

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Use it . . .

The new Mordigan Juniper, *Juniperus chinensis* var. **Mordigan**, is one of the finest evergreens available for all-around landscaping use. A hardy plant with an intermediate form — between semi-upright and semi-prostrate — it grows into 7-foot specimens. It can even be developed as a small shade tree. Excellent as a background plant. It is as adaptable for foundation plantings — with self-facing qualities. A new, fresher green-green color is one of its outstanding characteristics. It never shows dry foliage. Versatility is a keynote of this new plant. Whether for residential, public or industrial use, the new Mordigan Juniper has a future — and an active present — in your plans. Get acquainted with it. Available now B & B in sizes up to 7 feet.

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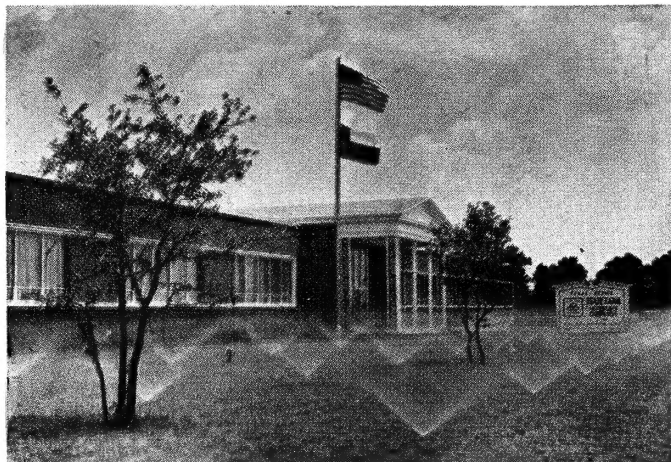
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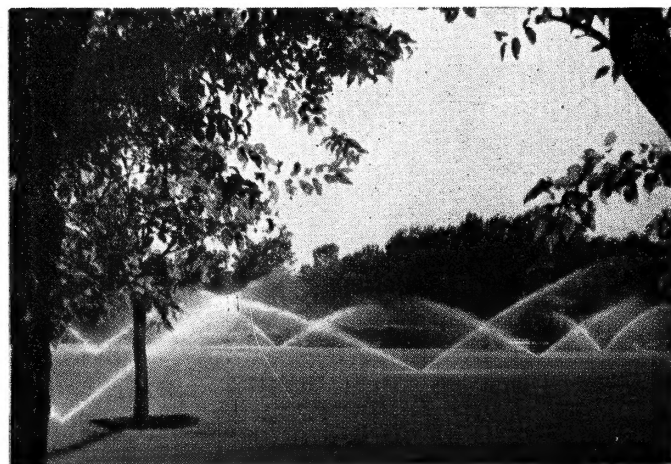
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Commercial



Institutional



Parks

Does this advertisement look familiar? It should—it's almost the same as one recently published under our former name, Texas Lawn Sprinkler Company, Inc. We think it's the best way to tell you that only our name has changed. Frankly, it's a little sad changing the name we've grown with for thirteen years. Nevertheless, we're proud that we've outgrown it and we want to say, "Thank you for making it possible." Your acceptance of our products, and your demand for additional items, has brought about our growth.

Our expansion has not only taken us far beyond our original area, it has also led us into fields other than lawn sprinkler equipment. The natural climax of this growth and diversification is HydroTech Industries and the already familiar trade name, *Weather-matic*, for our sprinkler division.

Remember, only the name has been changed. You can continue to use your current Texas Lawn Sprinkler catalog when specifying and designing for Weather-matic Sprinkler Equipment. If you do not have a copy, write today. You'll find it contains one of the most complete and advanced lines of quality precision engineered equipment available for turf irrigation.



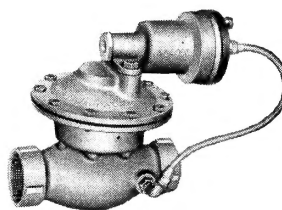
Spray Heads



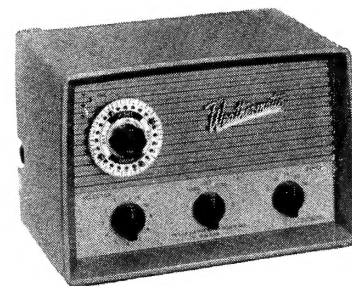
Long Range
Rotary Sprinklers



Shrub Heads



Electric Valves



Automatic Controls

To meet the increasing demands for quality precision engineered lawn sprinkler equipment, we have established a regional sales office and complete warehouse stock in Southern California to serve the expanding West Coast area.

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- ✓ When installed, top is flush with the turf to eliminate hazard to lawn equipment and persons walking on the lawn.
- ✓ Bright cadmium plated tops are easily visible at night.
- ✓ Special locking covers available to prevent theft or tampering.
- ✓ For athletic fields, valves are available with heavy rubber sleeve that covers the top to insure player protection.

For greater efficiency... greater economy, ask your dealer about RAIN BIRD turf irrigation equipment.

Courtesy Service for Landscape Architects

To assure the correct and most useful irrigation installations for home lawns, estates, parks, golf courses, etc., Rain Bird maintains a courtesy planning service. Here qualified engineers study requirements and make detailed layouts of complete irrigation systems.

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This is a free and confidential
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**NATIONAL RAIN BIRD
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Azusa, California, U.S.A.

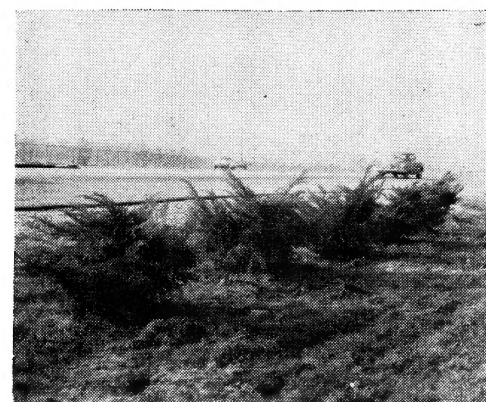
A Plant For Highway Landscaping

THE multi-billion dollar federal highway program announced two years ago has created widespread interest throughout the Landscape Industry concerning landscape work that is being contemplated in conjunction with it. Exact nature of the landscape aspects of the program still are lacking, but one thing is certain: Plant materials will make up a significant part.

Probably more thought and discussion of highway landscaping itself has evolved following the announcement of the program than had been generated in all the years of highway landscape planning that preceded it. With this celebration, and articulation, has come the setting forth of principles about the use of plants in connection with highways.

Dr. Richard P. White, executive vice president of the American Association of Nurserymen, has outlined for his industry several considerations in the selection of plants for their functional usage along these thoroughfares. These include (1) reduction of headlight glare when plants are used in median strips; (2) the indication of change of alignment of the highway that proper plantings will provide; (3) the reduction of driver hypnosis resulting from a monotonous roadside; (4) the screening of unsightly areas of limited extent adjacent to the highway, such as automobile dumps, industrial areas, etc.; (5) service as crash barriers both in median strips and on outside curves that some shrubs particularly will provide; and (6) soil stabilization when used in mass plantings.

Finding plans that will fulfill such requirements is a problem with which virtually all members of the horticultural field, directly or indirectly connected, are concerned. There is no one single plant that will do the total job, if for no other reason than esthetical considerations — in the area of the landscape architects. However, there is one relatively new plant that will go a long way toward filling the bill. It is the *Juniperus chinensis* var. *Mordigan*, developed by veteran Southern California evergreen advocate and nurseryman, Peter Mordigan.



Mordigan, who also is a California landscape architect, with his new variety has achieved a most versatile plant for landscaping use. It is a hardy plant, thus making it available for highway use throughout most of the nation. The plant has an "intermediate" form, i.e. between semi-upright and semi-prostrate. It attains a full 10 to 12-foot specimen size as a shrub but can be developed as a small shade tree if developed on a 6-foot standard (trunk).

It serves as an excellent background plant, yet has self facing qualities that makes it useful as a frontal shrub in mass plantings. Its fresh green color never shows dry foliage and withstands both drought and cold, Mordigan points out.

One of the objections highway landscape people often encounter from their engineers, as well as from many safety experts, is that plants of a rigid nature set in median strips present a definite traffic hazard. Such objections would rule out the use of most trees or shrubs in these locations. However, Mordigan contends that his new juniper has both the massiveness and flexibility to be safely used in these median strips. Moreover, vehicles that might accidentally veer into a planting of these junipers have more of a chance when plowing into a "cushion," thus preventing serious accidents. Because of its loose and informal growing habit, this plant also is less damageable.

This new variety appears to have merit for highway landscaping use. To facilitate its consideration, Mordigan states that he shipped some of them to the Washington Arboretum at Washington, D. C., several years ago for their collection. The plants have been reported to be growing satisfactorily. Landscape architects at Disneyland also have appreciated the all-around quality of this juniper and give it high priority in use.

Unlimited supply of the *Juniper ch. Mordigan* is available if given time to grow them. Mordigan announces that he will work closely with landscape departments of various highway agencies in States throughout the nation.

methods of education, should be a fundamental attitude of respect and service regarding each client. We must learn as well as teach.

What we can do as individuals

Individual landscape architects can do a great deal by imaginative and understanding use of the following:

- News items, feature stories and pictures—look at these from the editor's point of view and help him get timely, interesting material about your work with the least effort on his part. Magazine articles dealing with basic opinions or principles of design, such as architect Pietro Belluschi's "Modern Church Architecture," would greatly stimulate public thinking and acceptance.²

- Pamphlets, brochures, and letters—some landscape architects send out short, dignified letters, brochures, or pamphlets, explaining what help they can be, why they are qualified and offering to discuss the client's needs. For 17 years the *Santa Barbara Garden Monthly*, edited and sent out by Landscape Architect Lockwood DeForest, educated people of that area to good gardening and tasteful design.

- Speeches—many talks to garden, service and civic clubs can stress total, unified planning . . . can be illustrated by colored slides you've taken of your own local jobs.

- Participation in community affairs—this is helpful to all concerned, particularly on matters of civic beautification and esthetics. Landscape architects have often served with various civic committees and organizations, local and state wide. Although advisory and promotional service usually is gratis, any actual planning or technical work done should be paid for by the sponsoring organization.

- Keeping posted—by various means as to new or contemplated construction, then calling the client or architect involved and proposing to explain the value of your planning to him. The *Pacific Daily Builder*,³ the various newspapers' building pages, Chamber of Commerce newsletters, various city officials, realtors and bankers often are good sources of what's being planned or built in your area.

- Becoming socially known—this means joining and participating in service clubs, lodges, country club, a church, the PTA, etc. Social life can be either one of the pleasures of the profession or a boring, time-consuming, necessary evil depending on your outlook. The landscape architect who joins any or all of these primarily for the fellowship or service he can give (rather than just to cultivate new jobs), is probably the one who will benefit most from them.

Most important is giving good service and a good job to your present clients.

continued on page 13



Employee of J. Harold Mitchell Company, Pasadena, fumigates soil prior to planting of new sod by spraying on Vapam with two-headed boom. Water was sprinkled over the Vapam to give it a "seal".

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Weeds and pre-existing grasses are the worst pests. Vapam eliminates grass and weeds, and destroys weed seeds which have reached germinating condition. Thus, weed competition is removed during the critical time when the new sod is getting established.

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